



WPTV

# ORDER

Print Date 10/05/12

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Flight Dates **10/02/12-10/08/12**

Contract / Revision      **312944 /**

Original Date / Revision  
09/27/12    10/03/12

Advertiser **Sachs / Democrat / Senate**

Agency    **Dudley Media**

Buying Contact

**919 Catherine Street  
Philadelphia, PA 19147**

Product

**Maria Sachs for State Senate Distri**

Agency Com    15%

Billing Contact

**919 Catherine Street  
Philadelphia, PA 19147**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **2**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      CAND

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	66	\$54,761.25	\$64,425.00	0.00
<b>Totals</b>	<b>66</b>	<b>\$54,761.25</b>	<b>\$64,425.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/08/12	66	\$54,761.25	\$64,425.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/02/12	10/08/12	M-F 6-7a M-F 6-7a	CM	6-7a	11111--	:30	5	\$900.00	P-1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	11111--			5		\$900.00		0.00				
N 2	WPTV	10/02/12	10/08/12	M-F 7-9a M-F 7-9a	CM	7-9a	22222--	:30	10	\$1,500.00	FX	0.00	NM	10	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	22222--			10		\$1,500.00		0.00				
N 3	WPTV	10/02/12	10/08/12	M-F 9-10a M-F 9-10a	CM	9-10a	11111--	:30	5	\$650.00	FX	0.00	NM	5	\$3,250.00



**WPTV**

Print Date: 10/05/12

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Contract / Revision    **312944**    Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision    09/27/12/    10/03/12

Order Sep    00:20:00

Advertiser    **Sachs / Democrat / Senate**    Product **Maria Sachs for State Senat** Estimate #    **2**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	10/02/12	10/08/12	M-F 9-10a M-F 9-10a	CM	9-10a	11111--	:30	5	\$650.00	FX	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11111--					5	\$650.00		0.00			
N 4	WPTV	10/02/12	10/08/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11111--	:30	5	\$600.00	P-1	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11111--					5	\$600.00		0.00			
N 5	WPTV	10/06/12	10/06/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S-					1	\$600.00		0.00			
N 6	WPTV	10/07/12	10/07/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S					1	\$850.00		0.00			
N 7	WPTV	10/02/12	10/08/12	M-F 530-6p M-F 530-6p	CM	530-6p	11111--	:30	5	\$950.00	P-1	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11111--					5	\$950.00		0.00			
N 8	WPTV	10/02/12	10/08/12	M-F 6-630p M-F 6-630p	CM	6-630p	11111--	:30	5	\$1,800.00	FX	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11111--					5	\$1,800.00		0.00			
N 9	WPTV	10/06/12	10/06/12	Notre Dame Notre Dame	CM	12p-11p	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S-					1	\$600.00		0.00			
N 10	WPTV	10/02/12	10/08/12	M-F 7-730p M-F 7-730p	CM	7-730p	11111--	:30	5	\$950.00	FX	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11111--					5	\$950.00		0.00			
N 11	WPTV	10/04/12	10/04/12	Thursday Prime C Thursday Prime C	CM	10-11p	---T---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	---T---					1	\$1,500.00		0.00			
N 12	WPTV	10/02/12	10/02/12	Tuesday Prime A Tuesday Prime A	CM	8-9p	-T-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-T-----					1	\$3,000.00		0.00			
N 13	WPTV	10/02/12	10/08/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	11111--	:30	5	\$475.00	P-1	0.00	NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11111--					5	\$475.00		0.00			
N 14	WPTV	10/02/12	10/08/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11111--	:30	5	\$1,025.00	P-1	0.00	NM	5	\$5,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11111--					5	\$1,025.00		0.00			
N 15	WPTV	10/07/12	10/07/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S					1	\$425.00		0.00			

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WPTV	10/07/12	10/07/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S		1				\$425.00		0.00			
N 16	WPTV	10/06/12	10/06/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S-		1				\$425.00		0.00			
N 17	WPTV	10/06/12	10/06/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S-		1				\$725.00		0.00			
N 18	WPTV	10/07/12	10/07/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S		1				\$900.00		0.00			
N 19	WPTV	10/06/12	10/06/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S-		1				\$600.00		0.00			
N 20	WPTV	10/02/12	10/08/12	NBC Monday Prime the voice	CM	8-11p (8:00 PM-10:00 PM)	M-----	:30	1	\$1,800.00	P-1	0.00	NM	4	\$1,800.00
this is part of a mkgd pkg for order #311883															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	M-----		1				\$1,800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WPTV	10/02/12-10/08/12		NBC Monday Prime		8-11p	(8:00 PM-10:00 PM) M-----	:30		<del>(\$1,800.00)</del>		0.00	NM		
See MG 20.2,20.3,20.4,20.5 [below lur]															
2	NPTV	10/02/12-10/08/12		Friday Prime C		10-11p	-----F----	:30		\$1,000.00		0.00	NM		
Ⓜ MG for 20.1 10/08															
3	NPTV	10/02/12-10/08/12		Notre Dame		12p-11p	-----SaSu	:30		\$600.00		0.00	NM		
Ⓜ MG for 20.1 10/08															
4	NPTV	10/02/12-10/08/12		SA 5-6am News		5-6a	-----Sa--	:30		\$100.00		0.00	NM		
Ⓜ MG for 20.1 10/08															
5	NPTV	10/02/12-10/08/12		SU 5-6am News		5-6a	-----Su	:30		\$100.00		0.00	NM		
Ⓜ MG for 20.1 10/08															
N 21	WPTV	10/02/12	10/08/12	M-F 6-7a M-F 6-7a	CM	6-7a	MTWTF--	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
this is part of a mkgd pkg for order #311883															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	M-----		1				\$900.00		0.00			
N 22	WPTV	10/02/12	10/08/12	M-F 5-6a M-F 5-6a	CM	5-6a	MTWTF--	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
this is part of a mkgd pkg for order #311883															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	M-----		1				\$350.00		0.00			
Totals														66	\$64,425.00